

## Message Text

UNCLASSIFIED

PAGE 01 CARACA 05663 211644Z

43

ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-05 DRC-01 RSC-01 /018 W  
----- 109882

P R 211343Z JUN 74

FM AMEMBASSY CARACAS  
TO SECSTATE WASHDC PRIORITY 4287  
INFO AMEMBASSY QUITO  
AMEMBASSY LIMA  
AMEMBASSY MEXICO

UNCLAS CARACAS 05663

MEXICO PASS H. WATTS U.S. TRADE CENTER

FOR: COMMERCE/BIC/OIM

E.O. 11652: N/A

TAGS: BEXP, EC, PE

SUBJECT: MARKET RESEARCH SURVEYS - ECUDOR AND PERU

REF: A) STATE 123124; B) STATE 129970

BIDS RECEIVED FROM FOLLOWING SIX VENEZUELAN MARKET RESEARCH ORGANIZATIONS.

1. VENEZOLANA DE MERCADERO EXTERIOR (VEMEX)

A) ECUADOR BS. 120,000 OR \$28,037

B) PERU BS. 120,000 OR \$28,037

C) BOTH COUNTRIES SINGLE PRICE BS. 2000,00 OR \$46,729.

D) ACCEPTS ALL CONDITIONS EXCEPTING DEALINE FOR COUNTRY OVERVIEW TO BE EXTENDED TO SIX WEEKS.

QUALIFICATIONS: THREE YOUNG PRINCIAPL HAVE BACKGROUNDS IN ECONOMICS AND RELATED SCIENTIFIC SAREAS. INDICATE ASSOCIATED FIRMS IN ECUADOR AND PERU. PREVIOUS WORK IN VENEZUELAN MARKET INCLUDES THREE INDUSRIAL STUDIES, AS WELL AS OTHE R RESEARCH IN NORTH AFRICA AND BRAZIL BY ONE MEMBER.

2. MSALLPAGE, NUNEZ & BUSTILLOS

A) ECUADOR \$30,000

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 CARACA 05663 211644Z

B) PERU \$30,000

C. COMBINED STUDY, SINGLE PRICE \$58,000

D) ACCEPTS ALL CONDITIONS.

QUALIFICATIONS: COMPANY COMPRISED OF THREE ECONOMIST WITH TOTAL OF SIX YEARS EXPERIENCE. PROFESSIONAL EXPERIENCE INCLUDES SURVEYS MARKET AND STUDIES IN AREAS OF FINANCE, INDUSTRY, AGRICULTURE FOR NATIONAL AND FOREIGN CONTRACTORS. WORK WOULD BE CONDUCTED BY PERSONNEL FROM VENEZUELA BUT ANTICIPATE NO DIFFICULTY IN CONDUCTING RESEARCH IN ECUADOR AND PERU. IMPRESSIVE EDUCATIONAL AND PROFESSIONAL BACKGROUNDS. COMPETENT IN ENGLISH. MEMBERS PREVIOUSLY ASSOCIATED WITH INTERNATIONAL BODIES INCLUDING GATT.

3. SOCIEDAD ED ESTUDIIS DE ECONOMIA Y DESARROLLO (SEDES)

A) ECUADOR BS. 151,500 OR \$35,397

B) PERU BS. 154,000 OR \$35,981

C) COMBINED STUDY, SINGLE PRICE SB. 280,700 OR \$65,584

D) ACCEPTS ALL CONDITIONS

QUALIFICATIONS: SMALL GROUP OF ECONOMISTS. POSSES CONSIDERABLE EXPERIENCE IN VENEZUELAN GOVERNMENT. ONE MEMBER HAS WORKED IN ANDEAN PACT AFFAIRS AND FOR VENEZUELAN FOREIGN TRADE INSTITUTE. MAIN ACTIVITY HAS BEEN EXPORT PROMOTION WORK ON BEHALF OF LOCAL COMPANIES. CITES TWO ASSOCIATED ECUADORIAN COMPANIES AND ONE PERUVIAN AS STUDY COLLABORATORS. PROJECT DIRECTOR CLAIMS EXTENSIVE EXPERIENCE IN AND KNOWLEDGE OF ECUADOR AND PERU THROUGH WORK WITH FOREIGN TRADE INSTITUTE AS ITS DIRECTOR OF ECONOMIC INTEGRATION.

4. DATOS C.A.

A) ECUADOR \$37,600

B) PERU DLS40,600

C. COMBINED STUDY, SINGLE PRICE \$73,500

D) ACCEPTS ALL CONDITIONS

QUALIFICATIONS: ESTABLISHED FIRM WITH TWENTY YEARS EXPERIENCE PRIMARILY IN CONSUMER MARKET RESEARCH AND MERCHANDISING. OPERATES IN VENEZUELA AND MANY LATIN COUNTRIES ON BEHALF OF MULTINATIONAL CLIENTS. COLLABORATORS IN EITHER STUDY COUNTRY NOT ENVISIONED AS STAFF FROM VENEZUELA WOULD CONDUCT WORK. HAS GOOD PERMANENT STAFF AND FINANCIAL RESOURCES TO EXPAND AS REQUIRED TO COMPLETE STUDY.

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 CARACA 05663 211644Z

5. COMPAÑIA VENEZOLANA PARA LA PROMOCIÓN DEL COMERCIO EXTERIOR (INTERSPORT C.A.).

A) ECUADOR \$39,950

B) PERU \$38,650

C) COMBINED STUDY, SINGLE PRICE \$78,600

D) ACCEPTS ALL CONDITIONS

QUALIFICATIONS: THREE PRINCIPAL MEMBERS AVERAGE FIFTEEN YEARS EXPERIENCE IN ECONOMIC AND EXPORT RELATED ACTIVITIES,

ALTHOUGH FIRM ESTABLISHED FOUR YEARS AGO. CITES TWO ASSOCIATES IN BOTH ECUADOR AND PERU WHO WOULD WORK WITH VENEZUELAN STAFF. GOOD REFERENCES FROM PREVIOUS CLIENTS AND THEME COVERAGE OF FEASIBILITY STUDY IS EXCELLENT. PROBABLY BEST QUALIFIED OF COMPETING COMPANIES IF PRICE WERE NOT CONSIDERATION.

6. OFICINA TECNICA DE ESTDIOS Y PLANIFICACION INTEGRAL (OTEPI)

- A) ECUADOR BS 660,000 OR \$154,205
- B) PERU ? BS. 660,000 OR \$154,205
- C) COMBINES STUDY, SINGLE BAGAIN PRICE BS 1,190,009 OR \$278,037.

COMMENT: PRICE QUOTATION APPEARS EXCESSIVE BEYOND SERIOUS CONSIDERATION.

MCCLINTOCK

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptoning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 21 JUN 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1974CARACA05663  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D740163-0396  
**From:** CARACAS  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1974/newtext/t19740626/aaaaavnc.tel  
**Line Count:** 129  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION COME  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 3  
**Previous Channel Indicators:**  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** A) STATE 123124; B) STATE 129970  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** boyleja  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 13 JUN 2002  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <13 JUN 2002 by phillir0>; APPROVED <13 JAN 2003 by boyleja>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** MARKET RESEARCH SURVEYS - ECUDOR AND PERU  
**TAGS:** BEXP, EC, PE  
**To:** STATE  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005